



WXYZ

# ORDER

Print Date 10/26/12

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Flight Dates **10/17/12-10/21/12**

Contract / Revision      **314946 /**

Original Date / Revision  
10/17/12    10/17/12

Advertiser **The People Should Decide C**

Agency    **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Product

**DIBC2 Detroit Int Bridge Co 2012**

Agency Com    15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **C17C21**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS Ballot

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 25%    Market Value 124000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	28%	34720
WDWB	%	0
WJBK	25%	31000
WKBD	2%	2480
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	20%	24800

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	7	\$26,350.00	\$31,000.00	0.00
<b>Totals</b>	<b>7</b>	<b>\$26,350.00</b>	<b>\$31,000.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/21/12	7	\$26,350.00	\$31,000.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/17/12	10/21/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun--	WTF-S	:30	4	\$5,000.00	FX	0.00 NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF-S		4		\$5,000.00		0.00				
N 2	WXYZ	10/20/12	10/20/12	ABC College Ftbl 12-330M ABC's Clge Ftbl 12-330pr	CM	12-330pm	-----S-	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-		1		\$2,000.00		0.00				
N 3	WXYZ	10/20/12	10/20/12	ABC College Ftbl 330-7M ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision    **314946**    Flight Dates **10/17/12-10/21/12**

Hiatus Dates

Original Date / Revision    10/17/12/    10/17/12

Order Sep    00:20:00

Advertiser    **The People Should Decide**    Product **DIBC2 Detroit Int Bridge Co**    Estimate #    **C17C21**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/20/12	10/20/12	ABC College Ftbal 330-7pm ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$4,000.00		0.00			
N 4	WXYZ	10/20/12	10/20/12	ABC Saturday Night Footb ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$5,000.00		0.00			
Totals														7	\$31,000.00